Amendments to the claims

1. (currently amended) A printing transfer plate apparatus comprising:

an ink transfer print plate having a plurality of raised print surfaces separated by depressed non-print surfaces such that the plurality of raised print surfaces are equally spaced at pitch of between 20 per inch and 100 per inch in one direction and extend elongate in a second direction normal to said one direction; and

a mounting member to which the ink transfer print plate is bonded.

2. (original) The apparatus of claim 1 wherein:

the plurality of raised print and depressed non-print surfaces cover substantially the entire surface of a printing plate.

3. (original) The apparatus of claim 1 wherein:

the plurality of raised print surfaces are arranged in a pattern to print a specific design.

4. (original) The apparatus of claim 1 wherein:

the plurality of raised print surfaces is a first plurality equally spaced at a first spacing; and

the plate has a second plurality of raised print surfaces separated by depressed non-print surfaces such that the second raised print surfaces are equally spaced in said one direction and extend elongate in said one direction and are out of phase with said first plurality of raised print surfaces.

5. (currently amended) The apparatus of claim 1 wherein:

the ink transfer print plate is ~~so~~ bonded to the mounting member via an intermediate layer of foam polymer cushion material.

6. (original) The apparatus of claim 1 wherein:
the ink transfer print plate is rubber or plastic.

7. (original) The apparatus of claim 1 wherein:
the mounting member is wood, metal, or plastic.

8. (canceled)

9. (currently amended) The apparatus of claim 1 wherein:
the ~~plurality of raised print surfaces are equally spaced at a~~ pitch ~~of~~ is between ~~20~~ 30 per inch and 80 per inch.

10. (currently amended) A printing transfer plate apparatus comprising:
an ink transfer print plate having a plurality of raised print surfaces separated by depressed non-print surfaces such that the plurality of raised print surfaces are equally spaced at pitch of between 20 per inch and 100 per inch in one direction and having a surface width in said one direction that is no more than half a spacing in said one direction; and
a mounting member to which the ink transfer print plate is bonded.

11. (original) The apparatus of claim 10 wherein:
the width is at least 10% of the spacing.

12. (original) The apparatus of claim 10 wherein:
the width is 30-40% of the spacing.

13. (original) The apparatus of claim 10 wherein:

the raised print surfaces and depressed non-print surfaces extend continuously in a second direction normal to the first direction.

14. (canceled)

15. (canceled)

16. (canceled)

17. (withdrawn) A kit comprising:

at least one adhesive-backed lenticular lens; and

at least one of:

a transfer print plate having a print surface with at least one regular pattern of raised and recessed regions; and

a substrate having a surface with at least one regular pattern of markings.

18. (withdrawn) The kit of claim 17 comprising said substrate and wherein:

the markings are at a pitch between 95% and 105% of a pitch of the lens.

19. (canceled)

20. (withdrawn) A method comprising:

forming an ink image on a portion of a surface of a transfer member having a regular pattern of raised and recessed regions;

transferring the image from the transfer member to a substrate; and

securing a lenticular lens to the substrate.

21. (canceled)

22. (withdrawn) The method of claim 20 wherein:

the transfer member is a hand-held stamp and the transferring is done by hand.

23. (new) The apparatus of claim 4 wherein:

the first and second pluralities of raised print surfaces respectively form first and second images different from each other in overall plan layout or shape.

24. (new) The apparatus of claim 23 wherein:

the first and second images are overlayed.

25. (new) The apparatus of claim 23 wherein:

the first and second pluralities of raised print surfaces are positioned so that when a print produced from the apparatus and viewed through a lenticular lens placed atop the print, the first and second images are alternatively viewed depending upon a viewing angle.

26. (new) The apparatus of claim 25 wherein:

the first and second images are overlayed and are configured so that when alternatingly viewed through said lenticular lens they appear to be a single object changing condition.

27. (new) The apparatus of claim 1 wherein:

the raised print surfaces have a surface width in said one direction that is the width is 30-45% of the pitch.

28. (new) The apparatus of claim 1 wherein:

the mounting member is a mounting block having a plurality of sides;

the ink transfer print plate is a first ink transfer print plate mounted to a first of the plurality of sides;

a second ink transfer print plate is mounted to a second of the plurality of sides;

the plurality of raised print surfaces of the first ink transfer print plate are configured for printing a specific image for achieving a particular effect when viewed through a lenticular lens; and

a plurality of raised print surfaces of the second ink transfer print plate are configured for printing a second image, at least partially corresponding to said specific image, for not achieving said particular effect when viewed through said lenticular lens.